



HM TREASURY

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11 August 2010

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Information Rights Unit

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Ref: 10/659

Re: Freedom of Information Act 2000: Spending Challenge Website

Thank you for your Freedom of Information request dated 13 July, which we received on 14 July 2010.

You asked for the following information –

Please publish all analytics data for the government appointed and administrated websites here: <http://spendingchallenge.hm-treasury.gov.uk/> and here: <http://yourfreedom.hmg.gov.uk>

Including all subdomains of the sites, and publishing data from the date that sites were hosted live on whichever server and began to receive Internet traffic from the public.

Please publish all information regarding where internet traffic came from in the period the website was hosted, this can include but not be limited to search engine queries, referrals and links from other websites and emails.

Furthermore please publish any internet browser targeted contextual advertising including but not limited to Google Adwords or any banner advertising, including the costs of administering these services.

Regardless of whether these are or are not available, please publish any strategic documents or outlines circulated within the government leading to the creation of the site and including but not limited to contracts to tender the project.

HM Treasury is only able to respond to this request in relation to the Spending Challenge website as we do not hold information in relation to the Your Freedom website as it is managed by Cabinet Office.

We have interpreted your request to relate to the Spending Challenge website open to all the public to comment rather than the website for public sector employees.

We have attached three Excel files, which display data extracted from Google Analytics relating to traffic sources, referring sites and referring search engines.



The Spending Challenge website did not make use of contextual advertising therefore no costs are associated with this activity.

In relation to your request for strategic documents or outlines leading to the creation of the site, we have interpreted your request as relating to the construction and design of the site. While ideas posted on the site are being considered by the Treasury, the website itself was set up with No10 and the Cabinet Office. The Treasury does not hold strategic documents that led to the creation of the site, though it is possible that No10 or the Cabinet Office might. We can tell you that this project was not tendered as it was below the procurement threshold. More information on the procurement threshold can be found on the OGC website:

http://www.ogc.gov.uk/procurement_policy_and_application_of_eu_rules_eu_procurement_thresholds.asp

Box 4.A provides some general information on the Government's commitment to consult with the public ahead of the spending review.

http://www.hm-treasury.gov.uk/d/spending_review_framework_080610.pdf

If you have any queries about this letter, please contact me. It will be helpful to us if you remember to quote the reference number above in any future communications.

Information Rights Unit
HM Treasury

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Your right to complain under the Freedom of Information Act 2000

If you are not happy with this reply, you may request a review by writing to HM Treasury, Information Rights Unit, 2/S2, 1 Horse Guards Road, London SW1A 2HQ.

Email FOI.responses@hmtreasury.gov.uk

Any review request must be made within 2 months of the date of this letter.

It would assist our review if you set out which aspects of the reply concern you and why you are dissatisfied.

If you are not content with the outcome your complaint, you may apply directly to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the complaints procedure provided by the Treasury. The Information Commissioner can be contacted at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

